

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT APPLICATION EXAMINING OPERATIONS



Applicant : Andrew Vilcauskas, Jr., et al. Group Art Unit:
Serial No. : Examiner:
Filed : Concurrently herewith
Title : POST-SESSION INTERNET ADVERTISING SYSTEM

INFORMATION DISCLOSURE STATEMENT
IN ACCORDANCE WITH 37 CFR §1.98

Miller Nash LLP
3500 U.S. Bancorp Tower
111 S.W. Fifth Avenue
Portland, Oregon 97204
May 24, 2001

Commissioner for Patents
Box Patent Application
Washington, DC 20231

Dear Sir:

Applicants submit herewith a description of art of which they are aware and which they desire to have considered by the Patent Office in accordance with 37 CFR §1.97. In accordance with 37 CFR §1.97(b)(1), this Information Disclosure Statement is being submitted together with the filing of the above-identified application.

In accordance with 37 CFR §1.97(h), the filing of this Information Disclosure Statement will not be regarded as an admission that any information referred to herein is, or is considered to be, material to patentability under 37 CFR §1.56(b) unless specifically designated

as such.

Unicast Communications Corp., New York, offers an interrupting or "pop-up" Web marketing technique in which an advertisement is downloaded to a temporary memory without interfering with a viewer's request for other Internet content. Specifically, in response to a viewer's request for a Web page, an advertisement is downloaded to the Web browser's cache memory. The advertisement only begins to download after the requested Web page is first completely downloaded. Further, if the user requests a second Web page before the advertisement is completely downloaded, the downloading of the advertisement pauses. The advertisement is displayed immediately after it has been completely downloaded into cache memory. This method is dissimilar from the method of the present invention because it is directed to not interfering with various downloads initiated by a Web surfer viewer, but retains the aspect of disrupting the viewer's browsing experience by displaying an advertisement as soon as it has been completely downloaded. Recent versions of Unicast's Web site have allowed the advertisement to play upon the surfer viewer switching Web pages. Further information on this other art is submitted in Declarations by Andrew J. Vilcauskas, Jr., Robert D. Bloodgood III, Matthew G. Middleton, and Bryan Hunter.

Additional art has been discussed in the Background of the Invention portion of the patent application.

The person making this statement is the attorney who signs below on the basis of the information supplied by the inventors and the information in the file.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Karen Oster", written in a cursive style.

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